In the claims:

1-34. (Canceled)

35. (Previously Presented) Apparatus for encoding data for optical detection within the visual image of a video signal, the apparatus comprising: a defining unit for defining a region within said image to carry said data for optical detection, and an encoder, associated with said defining unit, for encoding said data for optical detection into video scan lines within said region, wherein said data for optical detection comprises barcode data.

36. (Canceled)

37. (Previously Presented) Apparatus for encoding data for optical detection within the visual image of a video signal, the apparatus comprising: a defining unit for defining a region within said image to carry said data for optical detection, and an encoder, associated with said defining unit, for encoding said data for optical detection into video scan lines within said region, wherein said data for optical detection comprises a software update for a corresponding decoding device.

38 - 42. (Canceled)

43. (Previously Presented) Apparatus for decoding data encoded optically within a defined region of a visual image of a video signal, said apparatus comprising: an optical detector for optical detection of said image, an encoded region determination unit for determining, from output of said optical detector, boundaries of said defined region within said scanned image, and a data decoder associated with said encoded region determination unit for decoding data received at said optical detector that is determined to be within said defined region,further comprising a printer associated with an output of said data decoder, for printing out decoded data.

44. (Original) Apparatus for decoding according to claim 43, incorporated within a mobile device.

45. (Original) Apparatus for decoding according to claim 44, wherein said mobile device is a handheld device.

46. (Canceled)

47. (Previously Presented) Apparatus according to claim 43, wherein said data for optical detection comprises an identification flag and said printer is configured to make only a predetermined number of printouts per identification flag.

48. (Original) Apparatus according to claim 47, wherein said predetermined number is one.

49. (Original) Apparatus for decoding according to claim 44, wherein said mobile device comprises a mobile telephone.

50. (Original) Apparatus for decoding according to claim 43, comprising an accessory for a mobile telephone.

51. (Original) Apparatus for decoding according to claim 43, further comprising a software updater for using said decoded data for self-updating.

52. (Original) Apparatus for decoding according to claim 43, wherein said data for optical detection repeats cyclically and said decoder is operable to decode data whenever a substantially full cycle has been detected irrespective of where in said cyclical repetition said decoding starts at.

53. (Original) Apparatus for decoding according to claim 52, wherein said decoder is operable to use error correction data within said data for optical detection to deduce a starting point thereof.

54. (Original) Apparatus for decoding according to claim 43, wherein said data for optical detection comprises at least one position flag to indicate places in said cyclical repetition.

55. (Original) Apparatus for decoding according to claim 52, wherein said data for optical detection comprises a synchronization field to provide orientation within said cyclical repetition.

56. (Original) Apparatus for decoding according to claim 43, wherein said encoded region determination unit comprises an entropy summation unit for obtaining summations of entropy over a video image to identify said region as a region having maximal entropy.

57. (Original) Apparatus for decoding according to claim 56, wherein said entropy summation unit is configured to provide a sliding window to move over said image, to calculate an entropy summation for each window position and to identify said region as a window position having a maximal entropy.

58. (Original) Apparatus for decoding according to claim 57, wherein said encoded region determination unit is configured to provide relatively large changes in position of said sliding window between each entropy summation to provide coarse determination of said region.

59. (Original) Apparatus for decoding according to claim 58, wherein said encoded region determination unit is configured to provide perturbations to said coarse determination of said region to achieve fine determination of said region.

60. (Original) Apparatus for decoding according to claim 59, wherein said encoded region determination unit is configured to enable decoding of scan lines within a perturbation range around said region, so that data extracted therefrom can be used if said scan lines are subsequently determined to be within said region.

61. (Original) Apparatus according to claim 58, wherein said encoded region determination unit is configured to use a mean least squares (MLS) to achieve fine determination of said region.

62. (Original) Apparatus for decoding according to claim 56, wherein said entropy summation unit is configured to summate entropy over substantially all scan lines and all frequencies within said image.

63. (Original) Apparatus for decoding according to claim 43, wherein said encoded region determination unit is operable to continue to use a region as detected in previous frames of said image.

64. (Original) Apparatus for decoding according to claim 43, wherein said data for optical detection comprises symbols encoded as frequencies within said scan lines, said data decoder being operable to deduce said symbols from said frequencies.

65. (Original) Apparatus for decoding according to claim 43, wherein said data for optical detection comprises symbols encoded in a plurality of scan lines within said region.

66. (Original) Apparatus according to claim 65, wherein said data decoder is operable to sum a respective plurality of scan lines, and to decode a corresponding signal from said summation.

67. (Original) Apparatus for decoding according to claim 43, configured for scanning image produced by a plurality of video encoding methods, said apparatus being operable to scan for a first method, and if energy detected falls below a predetermined minimal threshold then to restart the scanning process.

68. (Original) Apparatus for decoding according to claim 43, configured for scanning image produced by a plurality of video encoding methods, said apparatus being operable to scan for a first method, and if energy detected falls below a predetermined minimal threshold then to scan for another one of said plurality of methods.

69. (Original) Apparatus for decoding according to claim 68, being configured to retain a last used video encoding method as a default method for initial scanning.

70. (Original) Apparatus for decoding according to claim 59, wherein said decoder is configured to correct data decoding according to subsequently carried out perturbations.

71. (Previously Presented) Apparatus for decoding data according to claim 43, said apparatus comprising: a decoder for applying a decoding procedure to said data, data handling logic for controlling said decoder and for outputting decoded data, and a starting position recognizer associated with said decoder for using an output of said decoder to determine a start position of said data, said start position being used as a parameter for said data handling logic so as to ensure that said cyclically repeating data is decoded and output in a correct sequence from said start position.

72. (Original) Decoding apparatus according to claim 71, wherein said start position recognizer is configured to recognize a synchronization field within said cyclically repeating data.

73. (Original) Decoding apparatus according to claim 71, wherein said start position recognizer is an error correction circuit for operating with a cyclic redundancy code.